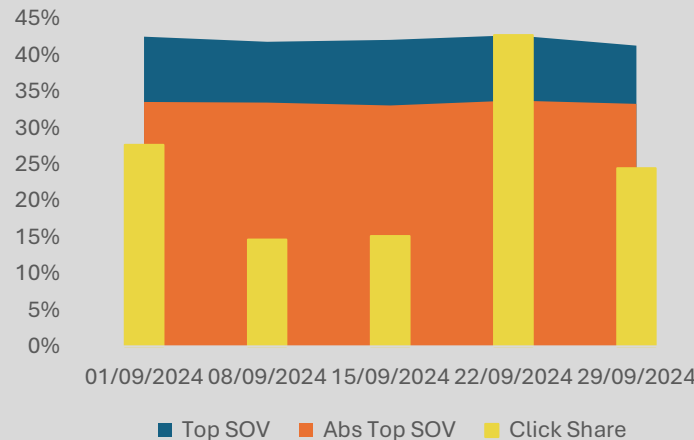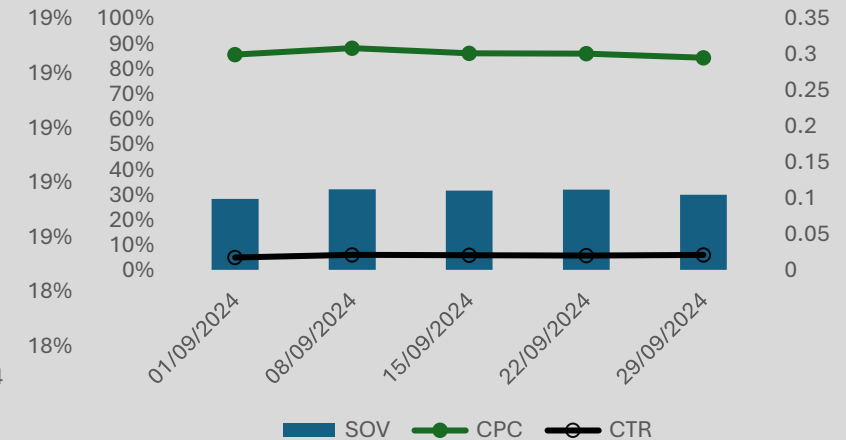# Campaign Performance

- Here are few insights from the Snapshot of SOV Weekly Analysis:

  1. The SERP Presence and click Share graph shows the trend of Share of Voice (SOV) over a specific period. The SOV represents the percentage of total impressions or clicks that a brand receives compared to its competitors.

- **Insights***: The SOV has been fluctuating over the weeks, with noticeable peaks and troughs. This indicates that the brand's visibility in the market is inconsistent, which could be due to varying campaign performance or changes in competitor activity.*

  2. The SOV and CTR/CPS Trend graph plots the Click-Through Rate (CTR) and Cost Per Click (CPC) over time. CTR measures the percentage of people who clicked on the ad after seeing it, while CPC indicates the cost incurred for each click.

- **Insights***: There is an inverse relationship between CTR and CPC. When CTR increases, CPC tends to decrease, and vice versa. This suggests that more engaging ads (higher CTR) are more cost-effective (lower CPC), highlighting the importance of optimising ad content.*

- 3. The Impressions and clicks graph displays the number of impressions (times the ad was shown) and clicks (times the ad was clicked) over time.

- **Insights***: The number of impressions and clicks has been increasing steadily, indicating that the campaigns are reaching a larger audience and generating more engagement. However, the growth rate of clicks is slower than that of impressions, suggesting a need to improve ad relevance or targeting to convert more impressions into clicks.*

- 4. The SERP Presence and CPA/ROAS graph shows the Cost Per Acquisition (CPA) and Return on Advertising Spend (ROAS) over time. CPA measures the cost incurred to acquire a customer, while ROAS indicates the revenue generated for every dollar spent on advertising.

- **Insights***: There is a trend of decreasing CPA and increasing ROAS, which is a positive sign. It means that the campaigns are becoming more efficient, acquiring customers at a lower cost and generating higher returns on the advertising spend.*

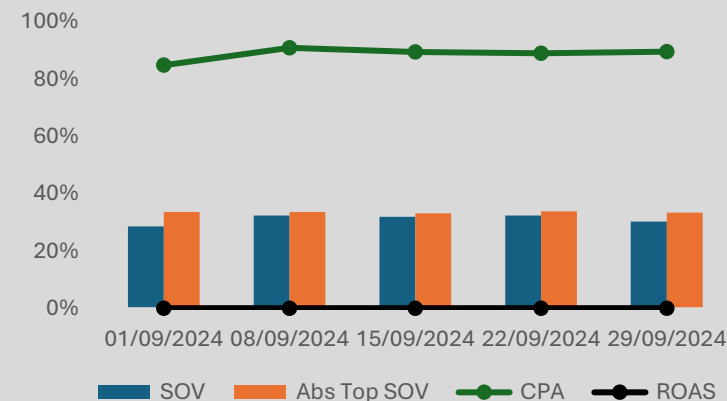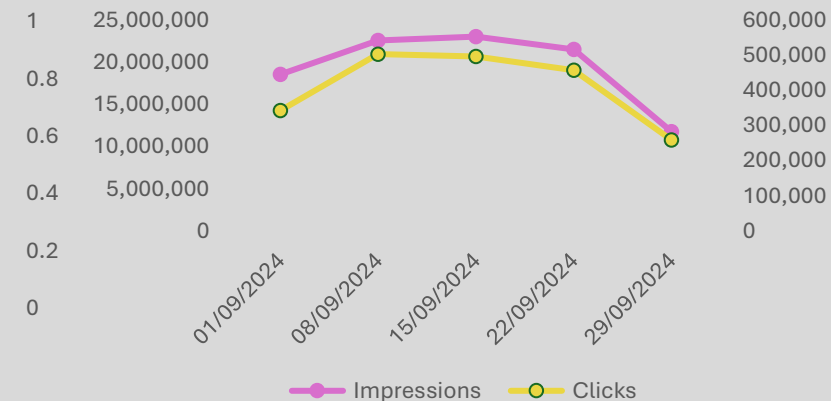Here's a snapshot of SOV Weekly Analysis from the last 30 days.

Microsoft Advertising
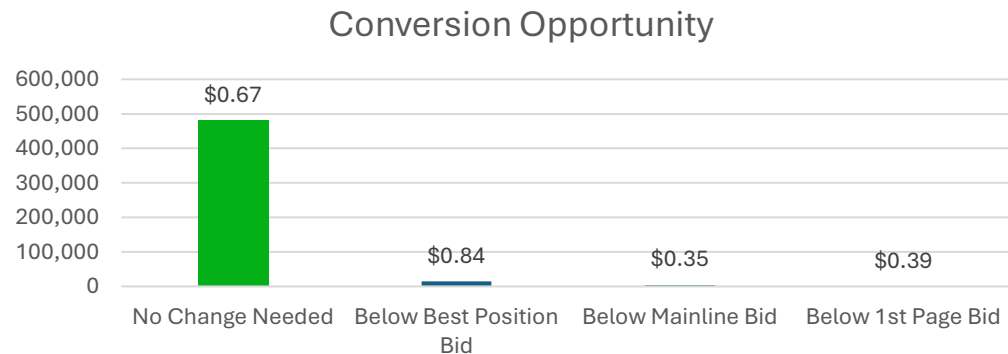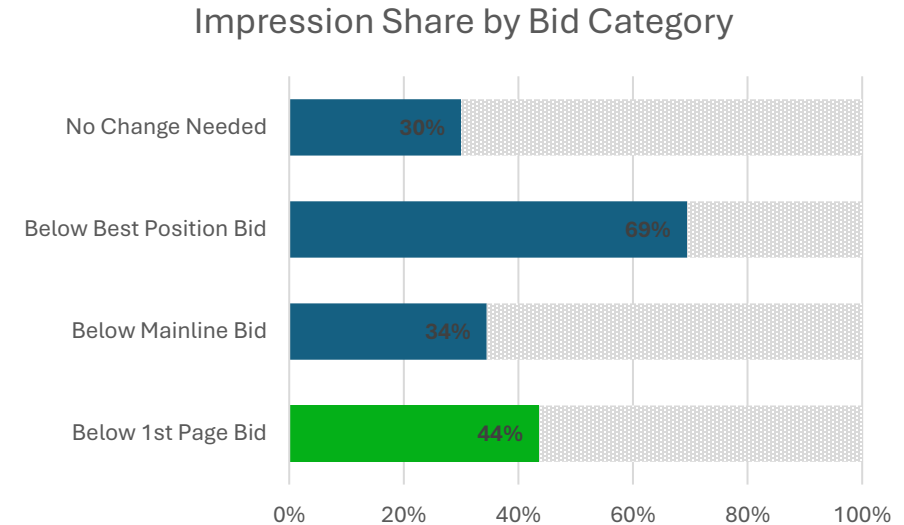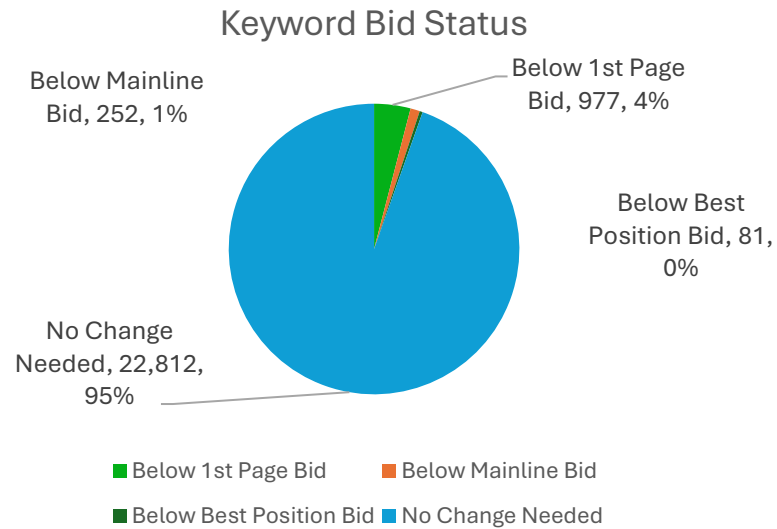
1

Keywords bid

There is a good opportunity to improve impressions share to get incremental clicks and conversions for keywords that are below first page.

Keyword Bid Status

- Below 1st Page Bid, 977, 4%
- Below Mainline Bid, 252, 1%
- Below Best Position Bid, 81, 0%
- No Change Needed, 22,812, 95%

Legend:
- Below 1st Page Bid
- Below Mainline Bid
- Below Best Position Bid
- No Change Needed

Impression Share by Bid Category

Category	Impression Share
No Change Needed	30%
Below Best Position Bid	69%
Below Mainline Bid	34%
Below 1st Page Bid	44%

(Axis: 0% 20% 40% 60% 80% 100%)

Conversion Opportunity

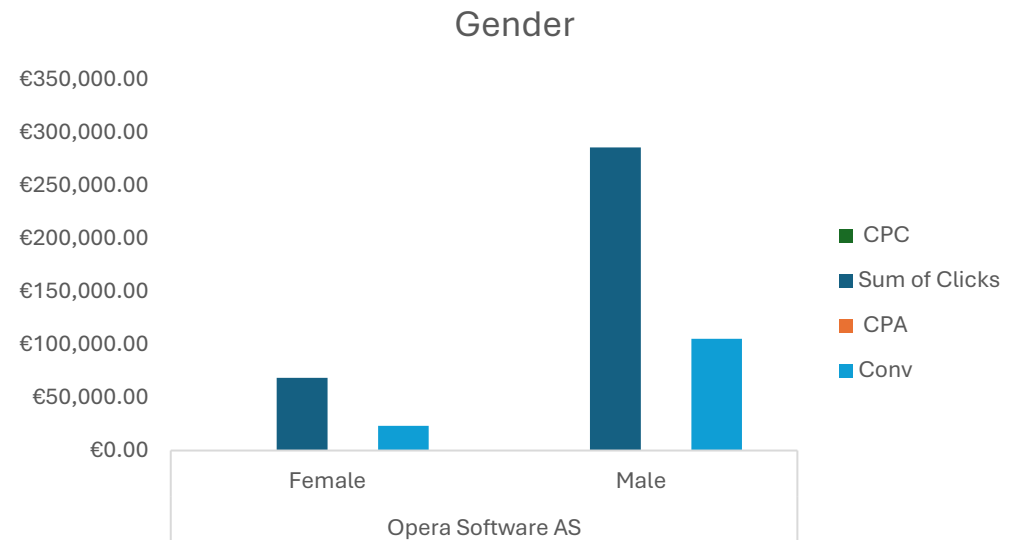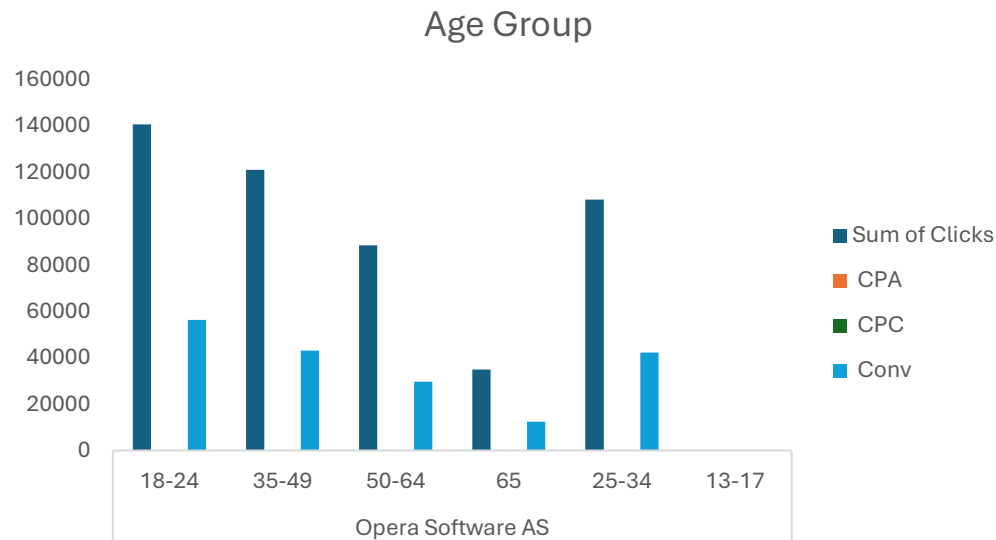| Category	Value
No Change Needed	$0.67
Below Best Position Bid	$0.84
Below Mainline Bid	$0.35
Below 1st Page Bid	$0.39

(Axis: 0 – 600,000)

977 keywords are Below 1st Page.
Best Practices
• The more quantity of KWs showing up in first page the better performance that can be triggered.
• Setting bids higher is necessary to target more and new traffic due to the 1st page benefits.

Microsoft Advertising

5. Targeting: Age & Gender

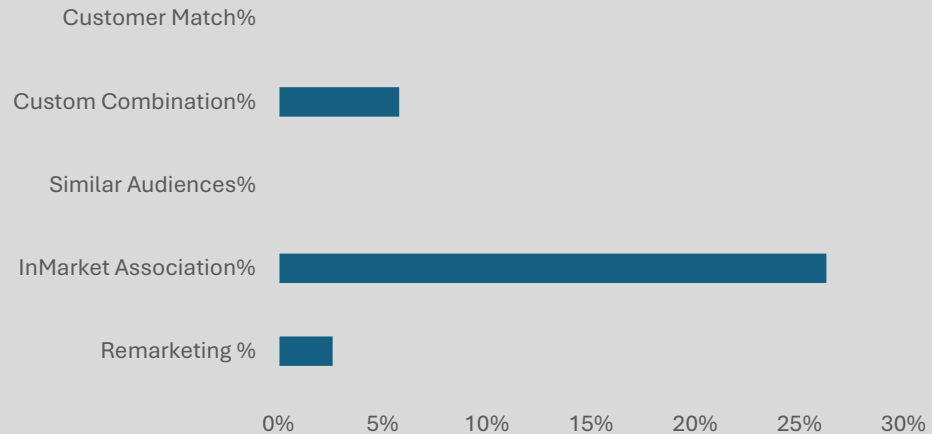- According to the data, we can see that **18 to 49 years old males** are the highest CPAs but maximum conversions.

- Our recommendation would be to focus more on reaching and converting these costumers with better CPAs. Try using keywords, copies and images that are more likely to attract them

- See the report attached with all details.

Age Group

Gender

Microsoft Advertising

• 3. Audiences

Audiences

Category	
Customer Match%	
Custom Combination%	(bar ~6%)
Similar Audiences%	
InMarket Association%	(bar ~26%)
Remarketing %	(bar ~3%)

0%   5%   10%   15%   20%   25%   30%

You currently have a setup of **26%** of Remarketing!

However, we would recommend you consider adopting & increasing the following:

Customer Match:

1. Enhanced Targeting: Allows targeting ads to a specific audience using their email addresses, providing a personalized experience.
2. Customer Retention: Reconnect with existing customers, encourage repeat business, and promote loyalty by tailoring ads based on their known preferences.

Custom Combinations:

1. Advanced Segmentation: Create highly specific audience segments by combining various criteria like behavior, demographics, and interests.
2. Fine-Tuned Targeting: Optimize ad delivery by tailoring messages to unique subsets of your audience, improving relevance and engagement.

Similar Audiences:

1. Expand Reach: Reach new users who share characteristics and behaviors similar to your existing customers.
2. Increased Conversions: Leverage the success of existing customer segments to attract potential customers who are likely to convert.
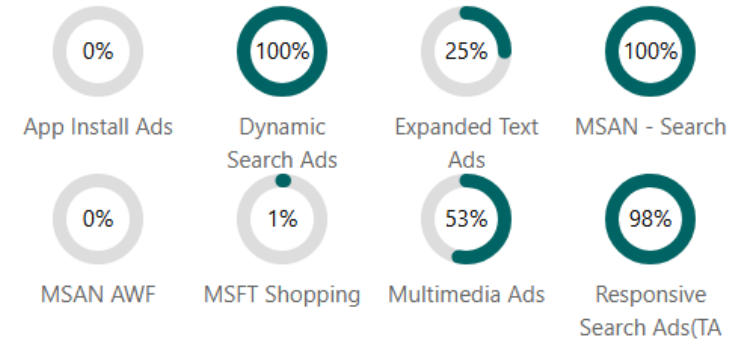
Remarketing Efforts:

1. Increase the percentage of campaigns utilizing remarketing to engage users who have previously visited your site but did not convert. Tailor ads to address their potential reasons for not converting.
2. Dynamic Remarketing: Implement dynamic remarketing to show users ads that feature the specific products or services they viewed on your website.

Feature Adoption: Ad Types

AD TYPE		ROLE IN PLAN
Multimedia Ads		Include various media elements such as images and videos. These multimedia elements can enhance the visual appeal of the ads and potentially improve engagement with the audience.
Responsive Search Ads (RSA)	{Static or dynamically generated headline} Ad · **contoso.com/clothes** Browse Contoso® Men's Clothing. Save Big When You Buy Online!	Allow advertisers to input multiple headlines and descriptions, and the ad platform automatically tests different combinations to determine the most effective ones. This ad type provides flexibility and allows for more variations in ad content.
Dynamic Search Ads (DSA)	{Static or dynamically generated headline} Ad · **contoso.com/clothes** Save on Toddler Jeggings. Contoso® Makes It Easy!	Automatically generate ad headlines and landing pages based on the content of the advertiser's website. This allows for a more dynamic and automated approach to ad creation, particularly useful for websites with a large inventory or frequently changing content.

Current implementation:

0%	100%	25%	100%
App Install Ads	Dynamic Search Ads	Expanded Text Ads	MSAN - Search
0%	1%	53%	98%
MSAN AWF	MSFT Shopping	Multimedia Ads	Responsive Search Ads(TA

Potential for Expanded Text Ads

- Expanded Text Ads could be used to complement Responsive Search Ads with more static, controlled messaging.
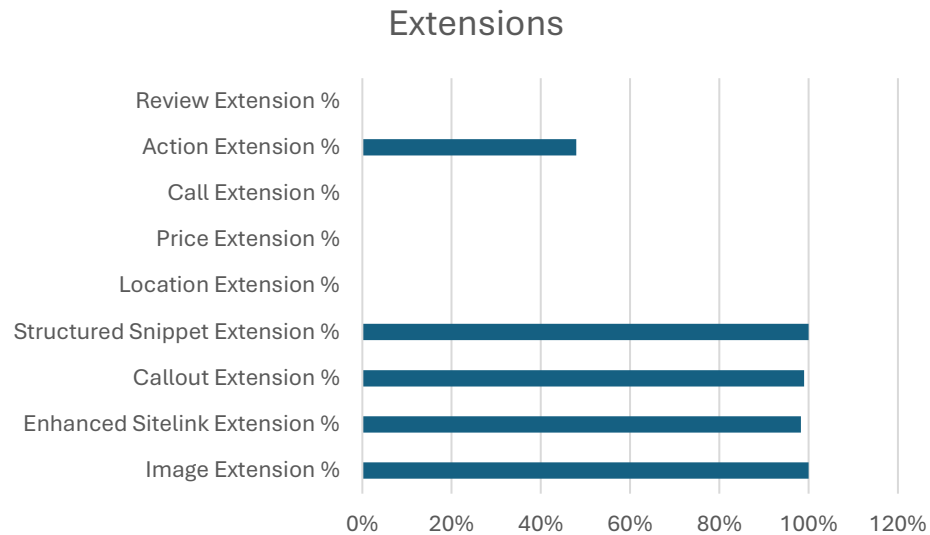
Audience Network Opportunities

- MSAN AWF (Microsoft Audience Ads) could be used to reach a broader audience outside of search results with display ads.

Rich Media and Video Ads Potential

- Multimedia and video ads provide an opportunity to convey the brand's message in a more interactive and impactful way, which can be crucial in attracting the right talent.

4. Features: Ad Extensions

Extensions

Extension	Percentage
Review Extension %	
Action Extension %	~48%
Call Extension %	
Price Extension %	
Location Extension %	
Structured Snippet Extension %	~100%
Callout Extension %	~100%
Enhanced Sitelink Extension %	~100%
Image Extension %	~100%

(Axis: 0%, 20%, 40%, 60%, 80%, 100%, 120%)

We recommend adopting the review extension. Here's more information about the price extension as well:

Price Extensions: Price Extensions: Add prices of your products or services

Review Extensions: Review Extensions: Share positive reviews

Microsoft Advertising